



# Frost Brown Todd<sup>LLC</sup>

ATTORNEYS  
OHIO · KENTUCKY · INDIANA · TENNESSEE

Andrew B. Ulmer  
513.369-4811  
aulmer@fbtlaw.com

December 5, 2005

Mail Stop: AMENDMENT  
Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Re: Application: 10/663,718  
Filed: 09/17/2003  
Inventor: Hunter, et al.  
For: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY  
ADVERTISEMENTS FOR PRODUCTS THAT CAN BE  
PURCHASED THROUGH A UNIVERSAL AUTOMATED ORDER  
PROCESSING SYSTEM**  
Atty Ref.: 0103637-0533876

Dear Sir:

Enclosed for filing are the following papers for the above-referenced patent application:

1. Information Disclosure Statement (IDS);
2. Self-addressed postage prepaid return receipt postcard

The fee has been calculated as shown below:


|  | Number of Claims | Highest Previous Paid For | Extra Claims | Rate      | Fee (Dollars) |
|--|------------------|---------------------------|--------------|-----------|---------------|
| Total Claims                               | 20               | 20                        | 0            | x \$50 =  | 0             |
| Independent Claims                         | 3                | 3                         | 0            | x \$200 = | 0             |
| If multiple dependent claims, add \$360.00 |                  |                           |              |           | n/a           |
| <b>TOTAL FEE DUE</b>                       |                  |                           |              |           | <b>\$0</b>    |

Pursuant to 37 CFR 1.97(b)(3) no IDS fee is due.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication, including any necessary extension fees, or credit any overpayment, to Deposit Account No. 06-2226.

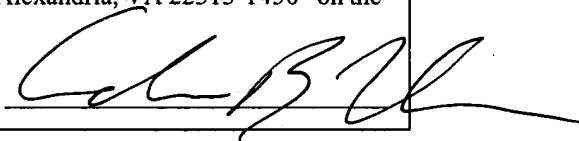
Respectfully submitted,

FROST BROWN TODD LLC

  
Andrew B. Ulmer (Reg. No. 57,003)

**Certificate of Mailing**

The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first class mail and addressed to "Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450" on the 5<sup>th</sup> day of December, 2005.





## PATENTS

### UNITED STATES PATENT AND TRADEMARK OFFICE

Application: 10/663,718

Examiner: (Unknown)

Filed: 09/17/2003

Art Unit: 3614

Inventor: Hunter, et al.

Atty Ref.: 0103637-0533876

Title: **SYSTEM AND METHOD PERMITTING MERCHANTS TO USE  
ELECTRONIC BILLBOARD DISPLAYS TO CARRY ADVERTISEMENTS  
FOR PRODUCTS THAT CAN BE PURCHASED THROUGH A UNIVERSAL  
AUTOMATED ORDER PROCESSING SYSTEM.**

---

### INFORMATION DISCLOSURE STATEMENT

In accordance with 37 CFR 1.97 and 1.98 Applicant herewith submits certain information that the Patent & Trademark Office may wish to consider in examining the above-identified application. The information is listed on the attached PTO/SB/08A and 08B. Copies of the information are also provided. Pursuant to MPEP 609.04(a) II, no copies are provided herewith of U.S. patents cited. Copies of foreign patents and non-patent literature are provided herewith. Please treat all information as prior art until it is proved otherwise. No representation is made or intended that a prior art search has been made, that better information is available, or that the information qualifies as prior art or is material to patentability.

The Commissioner is hereby authorized to charge payment of any fees associated with this communication or credit any overpayment, to Deposit Account No. 06-2226.

Respectfully Submitted,

Andrew B. Ulmer (Reg. No. 57,003)  
FROST BROWN TODD LLC  
2200 PNC Center  
201 East Fifth Street  
Cincinnati, Ohio 45202  
(513) 369-4811

#### Certificate of Mailing

The undersigned certifies that this correspondence was deposited with the U.S. Postal Service with sufficient postage as first-class mail and addressed to "Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450," on this 5th day of December, 2005.

  
ANDREW B. ULMER

Substitute for Form 1449B/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

Sheet 1 of 6

## Complete if Known

|                     |                 |
|---------------------|-----------------|
| Application Number  | 10/663,718      |
| Filing Date         | 09/17/2003      |
| First Inventor      | Hunter, et al.  |
| Art Unit            | 2614            |
| Examiner Name       | (unknown)       |
| Attorney Docket No. | 0103637-0533876 |

## U.S. PATENT DOCUMENTS

| Examiner Initials* | Document Number<br>Number - Kind Code <sup>2</sup><br>(if known) | Publication Date<br>MM-DD-<br>YYYY | Name of Patentee or<br>Applicant | Pages, columns, lines where relevant<br>passages or relevant figures appear |
|--------------------|--|------------------------------------|----------------------------------|---|
|                    | US 4,126,854   | 11-1978                            | Sheridan                         |   |
|                    | US 5,389,945   | 02-1995                            | Sheridan                         |   |
|                    | US 5,392,066   | 02-1995                            | Fisher                           |   |
|                    | US 5,604,027   | 02-1997                            | Sheridan                         |   |
|                    | US 5,724,064   | 03-1998                            | Stefik                           |   |
|                    | US 5,729,214   | 03-1998                            | Moore                            |   |
|                    | US 5,739,808   | 04-1998                            | Suga et al.                      |   |
|                    | US 5,761,601   | 06-1998                            | Nemirofsky                       |   |
|                    | US 5,793,343   | 08-1998                            | Hart                             |   |
|                    | US 5,852,812   | 12-1998                            | Reeder                           |   |
|                    | US 5,854,779   | 12-1998                            | Johnson                          |   |
|                    | US 5,913,039   | 06-1999                            | Nakamura et al.                  |   |
|                    | US 5,930,026   | 07-1999                            | Jacobson                         |   |
|                    | US 5,937,392   | 08-1999                            | Alberts                          |   |
|                    | US 5,955,710   | 09-1999                            | DiFranza                         |   |
|                    | US 5,961,804   | 08-1999                            | Jacobson                         |   |
|                    | US 5,966,696   | 10-1999                            | Giraud                           |   |
|                    | US 5,991,737   | 11-1999                            | Chen                             |   |
|                    | US 6,014,247   | 01-2000                            | Winter                           |   |
|                    | US 6,026,375   | 02-2000                            | Hall                             |   |
|                    | US 6,029,141   | 02-2000                            | Bezos                            |   |
|                    | US 6,058,417   | 05-2000                            | Hess                             |   |
|                    | US 6,060,993   | 05-2000                            | Cohen                            |   |
|                    | US 6,065,969   | 05-2000                            | Rifkin                           |   |
|                    | US 6,067,185   | 05-2000                            | Albert                           |   |
|                    | US 6,120,588   | 09-2000                            | Jacobson                         |   |
|                    | US 6,124,851   | 09-2000                            | Jacobson                         |   |
|                    | US 6,130,773   | 10-2000                            | Jacobson                         |   |
|                    | US 6,141,530   | 10-2000                            | Rabowsky                         |   |
|                    | US 6,154,220   | 11-2000                            | Prakriya et al.                  |   |
|                    | US 6,157,396   | 12-2000                            | Margulis et al.                  |   |
|                    | US 6,167,358   | 12-2000                            | Othmer et al.                    |   |
|                    | US 6,172,798   | 01-2001                            | Albert et al.                    |   |
|                    | US 6,177,921   | 01-2001                            | Comiskey                         |   |
|                    | US 6,215,411   | 04-2001                            | Gothard                          |   |
|                    | US 6,221,267   | 04-2001                            | Ikeda                            |   |
|                    | US 6,223,027   | 04-2001                            | Ono                              |   |
|                    | US 6,232,950   | 05-2001                            | Albert                           |   |
|                    | US 6,249,332   | 06-2001                            | Bryan-Brown                      |   |
|                    | US 6,252,522   | 06-2001                            | Hampton                          |   |
|                    | US 6,253,189   | 06-2001                            | Feezell                          |   |

Examiner  
SignatureDate  
Considered

Substitute for Form 1449B/PTO

# **INFORMATION DISCLOSURE STATEMENT BY APPLICANT**

Sheet 2 of 6

## *Complete if Known*

|                            |                 |
|----------------------------|-----------------|
| <b>Application Number</b>  | 10/663,718      |
| <b>Filing Date</b>         | 09/17/2003      |
| <b>First Inventor</b>      | Hunter, et al.  |
| <b>Art Unit</b>            | 2614            |
| <b>Examiner Name</b>       | (unknown)       |
| <b>Attorney Docket No.</b> | 0103637-0533876 |

## **U.S. PATENT DOCUMENTS**

| Examiner<br>Initials* | Document Number<br>Number - Kind Code <sup>2</sup><br>(if known) | Publication Date<br>MM-DD-<br>YYYY | Name of Patentee or<br>Applicant | Pages, columns, lines where relevant<br>passages or relevant figures appear |
|-----------------------|--|------------------------------------|----------------------------------|---|
|                       | US 6,266,442   | 07-2001                            | Laumeyer et al.                  |   |
|                       | US 6,285,984   | 09-2001                            | Speicher                         |   |
|                       | US 6,294,284   | 09-2001                            | Lynch                            |   |
|                       | US 6,396,205   | 05-2002                            | Sprague                          |   |
|                       | US 6,408,278   | 06-2002                            | Carney                           |   |
|                       | US 6,424,845   | 07-2002                            | Emmofit                          |   |
|                       | US 6,424,998   | 07-2002                            | Hunter                           |   |
|                       | US 6,429,812   | 08-2002                            | Hoffberg                         |   |
|                       | US 6,430,603   | 08-2002                            | Hunter                           |   |
|                       | US 6,430,605   | 08-2002                            | Hunter                           |   |
|                       | US 6,434,479   | 08-2002                            | Kondou et al.                    |   |
|                       | US 6,442,529   | 08-2002                            | Krishan                          |   |
|                       | US 6,446,045   | 09-2002                            | Stone                            |   |
|                       | US 6,473,072   | 10-2002                            | Comiskey                         |   |
|                       | US 6,538,801   | 03-2003                            | Jacobson et al.                  |   |
|                       | US 6,539,417   | 03-2003                            | Stern                            |   |
|                       | US 6,553,404   | 04-2003                            | Stern                            |   |
|                       | US 6,560,649   | 05-2003                            | Mullen                           |   |
|                       | US 6,571,279   | 05-2003                            | Herz                             |   |
|                       | US 6,573,880   | 06-2003                            | Simoni et al.                    |   |
|                       | US 6,591,247   | 07-2003                            | Stern                            |   |
|                       | US 6,639,608   | 10-2003                            | Itakura                          |   |
|                       | US 6,654,757   | 11-2003                            | Stern                            |   |
|                       | US 6,622,142   | 09-2003                            | Murray et al.                    |   |
|                       | US 6,701,143   | 03-2004                            | Dukach                           |   |
|                       | US 6,753,830   | 06-2004                            | Gelbman                          |   |
|                       | US 6,754,636   | 06-2004                            | Walker et al.                    |   |
|                       | US 6,864,875   | 03-2005                            | Drzaic et al.                    |   |
|                       | US 2002/0165776  | 11-2002                            | Hunter                           |   |
|                       | US 2002/0055880  | 05-2002                            | Unold                            |   |
|                       | US 2002/0087335  | 07-2002                            | Meyers et al.                    |   |
|                       | US 2002/0091738  | 07-2002                            | Rohrbaugh                        |   |
|                       | US 2002/0097193  | 07-2002                            | Powers                           |   |
|                       | US 2002/0099533  | 07-2002                            | Jaqua                            |   |
|                       | US 2003/0004806  | 01-2003                            | Vaitekunas                       |   |
|                       | US 2003/0001830  | 01-2003                            | Wampler et al.                   |   |
|                       | US 2003/0004805  | 01-2003                            | Vaitekunas et al.                |   |
|                       | US 2003/0001796  | 01-2003                            | Wampler et al.                   |   |
|                       | US 2003/0061353  | 03-2003                            | Johnson et al.                   |   |
|                       | US 2004/0036622  | 02-2004                            | Dukach et al.                    |   |

**Examiner  
Signature**
**Date  
Considered**

Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 3 of 6

*Complete if Known*

|                            |                 |
|----------------------------|-----------------|
| <b>Application Number</b>  | 10/663,718      |
| <b>Filing Date</b>         | 09/17/2003      |
| <b>First Inventor</b>      | Hunter, et al.  |
| <b>Art Unit</b>            | 2614            |
| <b>Examiner Name</b>       | (unknown)       |
| <b>Attorney Docket No.</b> | 0103637-0533876 |

**FOREIGN PATENT DOCUMENTS**

| Examiner Initials* | Foreign Patent Document<br>Country Code <sup>3</sup> - Number <sup>4</sup> -<br>Kind Code <sup>5</sup> (if known) | Publication Date<br>MM-DD-<br>YYYY | Name of Patentee or<br>Applicant | Pages, columns, lines where<br>relevant passages or relevant<br>figures appear | T <sup>6</sup> |
|--------------------|---|------------------------------------|----------------------------------|--|----------------|
|                    | CA 2064855  | 03-1991                            | DeBay                            |  |                |
|                    | CA 2189454  | 11-1995                            | Roop                             |  |                |
|                    | CA 2231376  | 03-1997                            | Wilf                             |  |                |
|                    | EP 1244303A2  | 09-2002                            | Vicari                           |  |                |
|                    | WO 00/07368   | 02-2000                            | Barton                           |  |                |
|                    | WO 95/12282   | 05-1995                            | Rosser                           |  |                |
|                    | WO 99/35809   | 07-1999                            | Chen                             |  |                |
|                    | WO 99/50775   | 10-1999                            | Clarke                           |  |                |
|                    | WO 00/52934   | 09-2000                            | Gofman                           |  |                |
|                    | WO 00/52935   | 09-2000                            | Gofman                           |  |                |
|                    | WO 00/65576   | 11-2000                            | Hunter                           |  |                |

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

| Examiner Initials* | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>6</sup> |
|--------------------|---|----------------|
|                    | INTERNATIONAL SEARCH REPORT, dated 03/02/2004 for PCT Application No. PCT/US02/19459  |                |
|                    | INTERNATIONAL SEARCH REPORT, dated 10/26/2000 for PCT Application No. PCT/US00/11022  |                |
|                    | INTERNATIONAL SEARCH REPORT, dated 10/18/2004 for PCT Application No. PCT/US04/011186   |                |
|                    | WRITTEN OPINION, dated 10/18/2004 for PCT Application No. PCT/US04/011186   |                |
|                    | OBSERVATIONS, dated 06/02/2003, filed against European Patent Application No. 00928351.6  |                |
|                    | (author unknown); "Scheduling InfoChannel Events," "Using ScalaNet," and "Additional InfoChannel EXes"; pages 6-76; dated 07/23/1996; (publisher unknown); (country of publication unknown)   |                |
|                    | CAROL HILDEBRAND; "Movie Technology Puts an End to Bad Endings"; from <u>Computerworld</u> ; (undated); (publisher unknown); (country of publication unknown)   |                |
|                    | JAMES DALY; "Quiet on the Set! Lights, Camera, Digitize"; from <u>Computerworld</u> ; (undated); (publisher unknown); (country of publication unknown)  |                |
|                    | ZIMMERMANN ET AL.; "Bergens Tidene: A Small Revolution"; dated 07/24/1998; (publisher unknown); (country of publication unknown)  |                |

Examiner  
SignatureDate  
Considered

Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 4 of 6

*Complete if Known*

|                            |                 |
|----------------------------|-----------------|
| <b>Application Number</b>  | 10/663,718      |
| <b>Filing Date</b>         | 09/17/2003      |
| <b>First Inventor</b>      | Hunter, et al.  |
| <b>Art Unit</b>            | 2614            |
| <b>Examiner Name</b>       | (unknown)       |
| <b>Attorney Docket No.</b> | 0103637-0533876 |

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

| Examiner<br>Initials* | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>6</sup> |
|-----------------------|---|----------------|
|                       | (author unknown); "Digital Progame Delivery: Digital Cinema"; dated 10/18/2002; (publisher unknown); (country of publication unknown)   |                |
|                       | JIM MENDRALA; "A Brief History of Film and Cinema"; dated 07/01/2002; (publisher unknown); (country of publication unknown)   |                |
|                       | DEAN TAKAHASHI; "Pac Bell Plans New Way to Get Films Into Theaters"; from <u>The Los Angeles Times</u> ; dated 04/28/1992; Los Angeles Times; U.S.  |                |
|                       | (author unknown); "E Cinema - Main Report"; (undated); (publisher unknown); (country of publication unknown)  |                |
|                       | KJETIL JØRGENSEN; "Dagens Næringsliv: CAPA Enters New Advertising Channel"; dated 08/05/1998; (publisher unknown); (country of publication unknown)   |                |
|                       | DAVID GRIFFITHS; "Regarding: Update on Offer from Christie Digital Systems Inc."; dated 12/15/1999; Christie Digital Systems Inc.; United Kingdom   |                |
|                       | PATRICK VON SYCHOWSKI; "Screen Digest's E-Cinema Alert #85"; dated 10/04/2002; Screen Digest; (country of publication unknown)  |                |
|                       | PATRICK VON SYCHOWSKI; "Screen Digest's E-Cinema Alert #86"; dated 10/14/2002; Screen Digest; (country of publication unknown)  |                |
|                       | (author unknown); "Kontrakt"; dated 02/11/1998; (publisher unknown); (country of publication unknown)   |                |
|                       | (author unknown); "Kontrakt"; dated 03/17/1999; (publisher unknown); (country of publication unknown)   |                |
|                       | DAVID J. FOX; "Pacific Bell Unveils a New Way of Looking at Movies Technology: A High-Definition Digital Projection Sent Over Fiber-Optic Telephone Lines Would Eliminate Film"; from <u>The Los Angeles Times</u> ; dated 11/02/1993; Los Angeles Times; U.S.  |                |
|                       | Office Action dated 09/08/2004 for U.S. Application Serial No. 10/175,057, filed 06/19/2002   |                |
|                       | Office Action dated 04/10/2001 for U.S. Application Serial No. 09/416,333, filed 10/12/1999   |                |
|                       | Office Action dated 07/18/2000 for U.S. Application Serial No. 09/416,333, filed 10/12/1999   |                |
|                       | Office Action dated 07/18/2000 for U.S. Application Serial No. 09/315,111, filed 05/18/1999   |                |
|                       | Office Action dated 04/10/2001 for U.S. Application Serial No. 09/315,111, filed 05/18/1999   |                |
|                       | Office Action dated 07/18/2000 for U.S. Application Serial No. 09/301,102, filed 04/28/1999   |                |
|                       | Office Action dated 04/10/2001 for U.S. Application Serial No. 09/301,102, filed 04/28/1999   |                |
|                       | Office Action dated 03/17/2003 for U.S. Application Serial No. 09/465,730, filed 05/17/2000   |                |
|                       | Office Action dated 04/27/2004 for U.S. Application Serial No. 09/465,730, filed 05/17/2000   |                |

|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|

Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 5 of 6

*Complete if Known*

|                            |                 |
|----------------------------|-----------------|
| <b>Application Number</b>  | 10/663,718      |
| <b>Filing Date</b>         | 09/17/2003      |
| <b>First Inventor</b>      | Hunter, et al.  |
| <b>Art Unit</b>            | 2614            |
| <b>Examiner Name</b>       | (unknown)       |
| <b>Attorney Docket No.</b> | 0103637-0533876 |

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

| Examiner<br>Initials* | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>6</sup> |
|-----------------------|---|----------------|
|                       | English translation of Office Action dated 02/01/2005 for JP Application No. 2000-614441, filed 10/29/2001  |                |
|                       | Office Action dated 04/09/2004 for U.S. Application Serial No. 10/133,343, filed 04/29/2002   |                |
|                       | Office Action dated 05/27/2004 for U.S. Application Serial No. 10/133,733, filed 04/29/2002   |                |
|                       | Office Action dated 05/19/2005 for Israeli Application No. 146,160, filed 10/25/2001 (with partial English translation)   |                |
|                       | Office Action dated 06/01/2004 for Canadian Application No. 2,371,293, filed 04/24/2000   |                |
|                       | Office Action dated 02/23/2005 for Canadian Application No. 2,371,293, filed 04/24/2000   |                |
|                       | Office Action dated 10/06/2003 for U.S. Application Serial No. 10/133,343, filed 04/29/2002   |                |
|                       | Office Action dated 01/07/2005 for U.S. Application Serial No. 10/133,343, filed 04/29/2002   |                |
|                       | Office Action dated 05/02/2005 for U.S. Application Serial No. 10/412,539, filed 04/11/2003   |                |
|                       | Office Action dated 01/11/2005 for U.S. Application Serial No. 10/174,972, filed 06/19/2002   |                |
|                       | Office Action dated 03/26/2004 for U.S. Application Serial No. 10/174,972, filed 06/19/2002   |                |
|                       | Office Action dated 02/23/2005 for U.S. Application Serial No. 10/174,231, filed 06/19/2002   |                |
|                       | Office Action dated 03/26/2004 for U.S. Application Serial No. 10/174,231, filed 06/19/2002   |                |
|                       | Office Action dated 09/27/2004 for U.S. Application Serial No. 10/444,079, filed 05/23/2003   |                |
|                       | Office Action dated 08/19/2003 for U.S. Application Serial No. 10/133,733, filed 04/29/2002   |                |
|                       | Office Action dated 01/21/2005 for U.S. Application Serial No. 10/133,733, filed 04/29/2002   |                |
|                       | GYRICON, Maestroware web page and FAQ sheet, printed 02-22-2002 from <a href="http://www.gyriconmedia.com">www.gyriconmedia.com</a>   |                |
|                       | GREGORY P. CRAWFORD; "A Bright New Page in Portable Displays" ; IEEE Spectrum; pp. 40-46; October 2000, USA   |                |
|                       | Office Action dated 08/09/2005 for U.S. Application Serial No. 10/174,231, filed 06/19/2002   |                |
|                       | Office Action dated 05/02/2005 for U.S. Application Serial No. 10/412,539, filed 04/11/2003   |                |
|                       | Office Action dated 08/15/2005 for U.S. Application Serial No. 10/412,539, filed 04/11/2003   |                |

|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|



Substitute for Form 1449B/PTO

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT**

Sheet 6 of 6

*Complete if Known*

|                            |                 |
|----------------------------|-----------------|
| <b>Application Number</b>  | 10/663,718      |
| <b>Filing Date</b>         | 09/17/2003      |
| <b>First Inventor</b>      | Hunter, et al.  |
| <b>Art Unit</b>            | 2614            |
| <b>Examiner Name</b>       | (unknown)       |
| <b>Attorney Docket No.</b> | 0103637-0533876 |

**OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS**

| Examiner<br>Initials* | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published. | T <sup>6</sup> |
|-----------------------|---|----------------|
|                       | Office Action dated 07/26/2005 for U.S. Application Serial No. 10/422,331, filed 04/24/2003   |                |
|                       | Office Action dated 07/07/2005 for U.S. Application Serial No. 10/175,057, filed 06/19/2002   |                |
|                       | Office Action dated 02/28/2005 for U.S. Application Serial No. 09/465,730, filed 05/17/2000   |                |
|                       | Office Action dated 09/09/2005 for U.S. Application Serial No. 10/133,733, filed 04/29/2002   |                |
|                       | From <a href="http://www.archives.net">http://www.archives.net</a> , a history of Internet operation of eBay.com and amazon.com   |                |
|                       | From <a href="http://www.amazon.com">http://www.amazon.com</a> , amazon.com, Inc. practices of merchandising products & contacts between sellers and buyers   |                |
|                       | From <a href="http://www.eBay.com">http://www.eBay.com</a> , eBay.com practices of merchandising products & contacts between sellers and buyers   |                |
|                       | Office Action dated 10/04/2005 for U.S. Application Serial No. 10/174,972, filed 06/19/2002   |                |
|                       | Office Action dated 10/11/2005 for U.S. Application Serial No. 10/133,343, filed 04/29/2002   |                |

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional).

<sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.

<sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3).

<sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document.

<sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible.

<sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

CinLibrary 0103637.0533876 1580500v.1

|                       |  |                    |  |
|-----------------------|--|--------------------|--|
| Examiner<br>Signature |  | Date<br>Considered |  |
|-----------------------|--|--------------------|--|